

Kensington Urban Design Guidelines

Acknowledgments:

This edition of the *Town of Kensington Urban Design Guidelines* is the direct result of work conducted by the Kensington Town Council Revitalization Committee and Montgomery County Park and Planning and representatives from Town of Kensington. Formed in the fall of 2009, the Revitalization Committee was charged with developing a scenario that would help the city to:

- Guide future development in a manner that maintains the town's livability and is consistent with the overall "feel" of Kensington,
- Protect town's historic character that is so closely associated with its image and quality of life, and
- Maintain the quality of life of surrounding neighborhoods and their relationship to the new town center.

While this edition of the *Town of Kensington Urban Design Guidelines* replaces the 1978 *Sector Plan for the Town of Kensington and Vicinity* and the *General Plan (On Wedges and Corridors) for the Physical Development of the Maryland-Washington Regional District in Montgomery and Prince George's Counties*, it draws from of its content from that document. The Town wishes to acknowledge the individuals and organizations who produced that initial work and who implemented the Kensington design review process.

Table of Contents

	Page
Introduction	
Kensington Land Use Regulations	
Basic Urban Design Considerations	
How the Guidelines are Organized	
The Design Review Process	
The Historic Preservation Advisory Board	
The Kensington Design Advisory Board Process	
Application Submission Requirements	
History	
 Kensington Urban Design Guidelines	
 Section 1: The Historic District	17
 Section 1.1 Guidelines for the Preservation and Renovation of Historic Landmarks, Individually significant, Contributing and Contributing Restorable Buildings	19
 Section 1.2 Guidelines for New Construction and Remodeling Non-Contributing Buildings	27
 In the Historic District	
 Section 2: The Non-Historic Area and its Historic Buildings	33
Section 3: The Neighborhood Interface Areas	41
Section 4: Parking Facilities	45
Section 5: Commercial Signs	49
Section 6: Streetscape Improvements	53

Introduction

The purpose of *Town of Kensington Urban Design Guidelines* is to provide a basis for understanding, discussing, and assessing the design quality of proposed preservation, renovation and new construction projects located within the boundaries of the Kensington Commercial Districts, Kensington Historic District, and various Interface Areas. Through the use of these guidelines it is anticipated that both private and public projects will endeavor to preserve and enhance the form, scale, and visual character that make the Kensington Town Center unique within the city and the region.

INSERT MAP OF KENSINGTON HERE

These guidelines are designed to support ten strategies:

1. Assure the long term economic vitality of Kensington.

Kensington is a town without a town center, the traditional hub of town life. Its future economic vitality is of great importance to the future health of the town. These guidelines will help the city to balance the need for economic vitality with the need to maintain and enhance the Town's unique "sense of place".

2. Establish a pedestrian district

Kensington is a walkable place. The ability to walk from one end of Howard ave to the other end of West Howard Ave, in less than 10 minutes, and the pedestrian scale of its sidewalks, buildings, and storefronts, are key factors in what makes the Kensington different.

3. Provide improved links between west, east and north sides of Town.

Kensington is dissected by Connecticut Ave and the CSX Rail Road. It is the goal of future development to increase the pedestrian connectivity of town through numerous improved crossings throughout town, with a specific focus on a large, plaza like crossing at Howard Ave and Connecticut Ave. There should be a concerted effort to add more bike lanes, brick sides walks, tree lined pedestrian refuges.

4. Locate and build additional public places in the Town Center.

Open space and parks are prized as one of Kensington's most valued assets. Small plazas, parks, and open areas where people gather, rest and recreate are important elements in making Kensington livable. They provide access to views, create open areas in higher intensity developments, and add enjoyment for people working or shopping in town. The Town should explore closing streets to add a pedestrian only area.

5. Design and construct streetscape improvements throughout Kensington

The public image created by the visual quality of Kensington's streets, sidewalks, and landscaping is important. People like attractive and well cared for environments within which to work and shop. The care and maintenance of this public realm, adds value to the town and improves public safety. (ideas including burying power lines, antique street lights, brick crosswalks and sidewalks, and lots of green elements).

6. Maintain the historic character of the Kensington.

Kensington's historic quality is of paramount importance to its public image and economic vitality. It is an asset to preserve and bank upon. It builds value and creates opportunities for innovative marketing and advertising strategies. Most importantly, Kensington's historic quality keeps Kensington in touch with its past and defines its

unique character.

7. Expand the role of the arts [and public events] in the Purposed Town Center, Pedestrian Areas, and Establish an Arts District.

Successful Town Center depends not only on how they look but on what people can do there. Social and cultural events that attract people are fundamental to town's success. The role of the arts and related public events are closely linked to how people think of town, its attractiveness, safety, and social well being.

8. Encourage residential uses adjacent to [and in] the Town Center and Pedestrian Districts.

Creating livable central places is a hallmark of many successful cities nationwide. Places where people live as well as work can create an attractive mix of uses that can improve public safety, increase the use of alternative modes of transportation, and build strong community ties. The Town's new zoning encourages housing not only adjacent to the Pedestrian Districts but within the Town Center itself in well designed mixed-use projects.

9. Provide better access to the town for alternative transportation modes.

A key to a revitalization success is the ability to move people comfortably to and from the area. No one mode of transportation provides all the answers. Rather, a strategy that relies on a balance of alternative modes, including walking, biking, transit, and auto is needed. Good urban design and appropriate land use planning can facilitate alternative transit mode Town. (ideas include shuttle to both sides of the Red Line and more bike paths).

10. Parking

Kensington must work to identify more parking. A healthy business community and easy of parking go hand in hand. Parking needs should be monitored and incorporated as part of the town's planning process. (ideas, moving back the wall along Howard Ave and the State Highway Administration's Salt Dome on West Howard and Under Ground parking).

The Design Process

Three review bodies are primarily responsible for administering these guidelines: the Historical Preservation Commission (HPC), the Kensington Design Advisory Board (KDAB), and the Town.

Specifically, HPC reviews all projects located in the Town's Historic District and landmarked structures; KDAB reviews all projects with a construction value over \$10,000. In addition, the Town Council reviews the findings of the KDAB.

Scheduling a Design Review Early Is Important:

Scheduling a design review with the appropriate review body is the responsibility of the property owner, developer or their representative such as an architect. In general a meeting should be scheduled *before* formal application is made to Montgomery County for a building permit or development review. Early project review often results in the resolution of design issues which can save valuable time once the project is submitted to the County.

The Historic Preservation Commission Process.

(Insert their guidelines here).

The Kensington Design Advisory Board (KDAB) Process.

KDAB is a city Council appointed board consisting of five Kensington citizens, all of whom have professional experience in the areas of architecture, landscape architecture, urban design and community development. KDAB is responsible for reviewing all exterior projects and site features with a construction value of \$10,000. Project review is mandatory while compliance with design recommendations that result from the KDAB review is voluntary.

KDAB design review is a one-time review process. However, an applicant may return voluntarily for design critiques as often as necessary. KDAB reviews are generally scheduled for 4 pm, the second Wednesday of every month. Applications must be received no later than the first Wednesday of every month. (THIS IS JUST AN IDEA, THE TIMES AND COULD CHANGE). The purpose of the KDAB review is to identify design issues and provide recommendations and advice to the applicant on their design proposal relative to the Kensington Urban Design Guidelines.

The Town's Process

The Town reviews the recommendations of the KDAB and design of all projects that extend into the public-right-of-way and in the Pedestrian Centers such as outdoor eating areas, signs, awnings and other elements.

The Town should be contacted regarding construction projects that are on or extend into the public right-of-way or Pedestrian District, such as patio extensions, A.D.A. entrances, awnings, and signs.

Application Submission Requirements

Application requirements will vary depending upon the complexity and scale of the project to be reviewed, and the specific requirements of the reviewing body. In general, the applicant should provide the appropriate architectural drawings, sketches, and photographs of existing buildings and their sites to allow the reviewing body to fully understand the nature and scope of the exterior changes and any significant design issues.

LPAB Submission Requirements

INSERT THEIR INFORMATION HERE.

KDAB Submission Requirements

For KDAB, ten (6) copies of all relevant information listed below must be submitted to the Town no later than close of business on the first Wednesday of the month, one week prior to the KDAB meeting. Applications should be well organized and contain sufficient information to allow reviewers to fully understand the proposed building design or alteration, including relevant urban design information such as how the project fits within its surrounding context, and how it relates to adjacent buildings and properties.

At a minimum, DDAB applications should include the following information:

- A map illustrating the location of the project within the context of the Town as well as photographs of the project site and the surrounding area.
- A site plan in a clear graphic style should be presented in the context of the city blocks surrounding the project. Site boundaries and dimensions should be clearly marked and special issues such as flood plain, shadows, land restrictions and the existing site conditions need to be highlighted.
- All relevant floor plans, building Sections, and exterior elevations should be illustrated at a scale sufficient to fully understand the proposed design.
- Provide exterior wall elevations in color showing material and color selections.

Additional information that may be required for KDAB:

The following additional information may be required if the proposal modifies the permitted “by-right” building height, or if the project is of significant complexity that the two dimensional drawings described above do not fully illustrate the design issues:

- A simple mass model if the project is of significant size and complexity, showing the surrounding context.
- Color perspective sketches illustrating the proposed project and its surroundings, from street level, to present the project from the pedestrian’s viewpoint.
- An analysis of the shadow impact.

Town Submission Requirements

For the Town, seven (5) copies of the following items are required for review:

- **To-scale elevation drawings** illustrating the requested improvement with exact dimensions along with existing signs, planters, windows, doors, stairs, patios, and awnings on the building and adjacent buildings.
- **To-scale drawings of the proposed enhancement** which identifies specific design elements such as colors, materials, and lettering.

History of Kensington

(INSERT HISTORY HERE)

Section 1: Kensington Historic District

The boundaries of Kensington's Historic District generally conform to the boundaries of the *Kensington National Register Historic District* and *Montgomery County Historic District*. The district contains the town's greatest concentration of historic commercial buildings, especially along Howard Ave which forms its central spine. These buildings not only serve as a link with our cultural heritage, they also establish a model for design quality. Such buildings are resources for education, recreation and human enjoyment. They provide Kensington with a rich character and a human scale that are unique assets for both residents and visitors to Kensington.

Development in the Kensington's Historic District must be especially sensitive to issues of compatibility. Indeed, the economic success of the town is in many ways dependent on maintaining the historic character and quality sets Kensington apart from other town in Montgomery County. For this reason, the preservation and restoration of older buildings in this district is of great importance.

The Kensington Design Advisory Board, KDAB, is responsible for reviewing *all exterior changes and site features* in preservation, restoration, remodel and new construction projects located in the town's Historic District. Any changes to a building or site require a KDAB's approval prior to commencement.

The urban design objectives for The Historic District are to:

- Preserve and restore historic buildings.
- Preserve the integrity of the historic architectural features of individual buildings.
- Ensure that alterations and new construction strengthen and maintain the historic integrity of individual buildings and of the Historic Area at large.
- Encourage new development that will respect and enhance the visual character and add modern amenities.
- Enhance the retail and dining focus of the area.
- Preserve the central area as a place for intense pedestrian activity. All buildings in the district have been evaluated for **historic significance** and are subject to KDAB review of exterior alterations or remodel.

There are five categories of buildings:

• Historic Buildings

These buildings are officially designated as Historic. They have a special character, historical, architectural, or aesthetic interest or value in Kensington's history. The greatest care must be given to preserving, restoring, and designing additions to these buildings.

• Individually Significant Buildings

Individually significant buildings are those buildings that are considered individually eligible for the National Register of Historic Places. These buildings are typically seventy years of age or older, unless the building is an exceptional example of a more recent architectural style or period. Care also must be taken in preserving and restoring them, as well as designing additions to these buildings.

•Contributing Buildings

Contributing buildings are those buildings, built during Kensington's historic period (1894 through ???), that exist in comparatively "original" condition, or that have been appropriately restored, and that clearly contribute to the historic significance or quality of the area. Such buildings may have additions that are compatible with the historic character of the original building. Renovations and additions should be sensitive and appropriate to the original structures.

•Contributing Restorable Buildings

Contributing restorable buildings are those built during the Kensington's historic period (1894 through ???), that have original material now covered, or buildings that have experienced some alteration, but still convey some sense of history. Restoration of these buildings would ensure their contribution to the historic quality of the area even though earlier additions may have not been particularly compatible with the original buildings. Renovations and additions should be sensitive and work to recreate the original structures.

•Non-Contributing Buildings

There are two types of non-contributing buildings in the historic area: 1) buildings built during Kensington's historic period (1894 through ???) that have been altered to such an extent that historic information is not interpretable and restoration is not possible. Such buildings should be evaluated on a case by case basis to determine if saving and restoring them is feasible or desirable; and, 2) buildings erected after ????? which are not individually significant. For renovating these buildings, the guidelines for new construction and remodel of non-contributing buildings apply, See Section 1.2.

INSERT MAP HERE OF HISTORIC DISTRICT HERE

Section 1.1: Guidelines for the Preservation and Renovation of Historic, Individually Significant, Contributing, and Contributing Restorable Buildings

KDAB reviews all exterior changes and site features, not building interiors.

While it is acknowledged that changes to structures in the Kensington Historic District will occur over time, it is also a concern that these changes do not damage the historic building fabric and character of town. Preservation of the exteriors and storefronts of these buildings will continue their contribution to the unique historic character of the Kensington. Any building renovation or alteration, no matter the planned use, must retain the overall design integrity of the historic building by protecting the original features and materials and respecting the traditional design elements.

Section 1.1.1. PRESERVE ORIGINAL FACADES

Preservation of traditional facade elements found on existing buildings creates patterns along the face of the block that contribute to the overall historic character of the area.

These elements include:

- A. Kick plates as base to building fronts
- B. First floor display windows
- C. Recessed central entrance areas or angled entrances on corners
- D. Transoms above entrance doors
- E. Clerestory portions of display windows
- F. Sign bands
- G. Parapet walls with caps or cornices
- H. Vertical window patterns, shapes, window sills on 2nd floor
- I. Pilasters and decorative brick or stone

(INSERT PICTURE OF HISTORIC BUILDING HERE WITH LETTERS POINTING TO ELEMENTS)

The facade elements define a building's visual qualities and character. Respect the original design and materials of the building. Even when a building's use has changed, it is still important to retain and/or interpret traditional facade elements.

NOTE :It is not the intention of this guideline to recreate the past if the original building facade does not exist. However, if the original facade does not exist, but documentary evidence such as photographs of the original does exist, then one recommended alternative is to restore the facade. Where exact reconstruction is not practical, new simplified contemporary interpretations of the original details are possible as long as the scale and character of the original detail is retained.

Section 1.1.2 – PRESERVE FAÇADE MATERIAL

Retain original materials wherever possible through repair and restoration. Avoid concealing original facade materials. If the original material has been covered, uncover it if feasible. If portions of the original material must be replaced, use a material similar to the original. Brick was the predominant building material used in the Historic District. Avoid the use of materials that are not visually compatible with the original facade, such as shiny metals, mirror glass, plastic panels, and vinyl windows or doors.

Section 1.1.3 - Align Architectural Features and Establish Patterns With Neighboring Buildings

Restore or recreate the historic alignment of architectural features with other buildings on the block. These lines unify the street visually. The alignment of architectural features, from one building to the next, creates visual continuity and establishes a coherent visual context throughout Kensington. On commercial buildings they create patterns along the face of the block that contribute to the overall character of the area. Some facade elements that typically align with adjoining buildings include:

- building kickplate
- the top and bottom height of first floor display windows
- transom over the entranceway
- clerestory portion of display windows
- horizontal and vertical proportions of the building
- storefront and restaurant front windows
- window openings and styles, especially upper story windows
- sign band above the street level
- parapet and cornice line
- window sills on upper floors
- roof lines and proportions

(Insert Illustration of Architectural Feature Alignment on the Block Face)

Section 1.1.4 – MAINTAIN THE ORIGINAL LINE OF BUILDING SET BACK

Preserve storefront display windows at the sidewalk edge. Maintain historic recesses and entryways where they exist. Occasionally, the line at the sidewalk is retained by the use of other elements such as planters, columns or railings, and the storefront is recessed. Where buildings are built to the alley edge, consider alley display windows and secondary customer entries if original materials and features are not damaged. For projections into the sidewalk such as outdoor dining areas, follow the guidelines for extensions into the right-of-way, Section 6.5.

INSERT PHOTO OF RECESSED ENTRY WAY.

Section 1.1.5 - Maintain The Original Size, Shape And Proportion of Storefront Facades And Openings to Retain The Historic Scale And Character

For most historic buildings, large panes of glass at the display window level with solid kickplates below are appropriate. Multipane designs that divide the storefront window into small components should only be used if they restore proven historic elements and original openings.

INSERT PHOTO OF STORE FRONT HERE.

Section 1.1.6 - Maintain Traditional Recessed Entries Where They Exist

The rhythm of recessed entrances on the street contributes to visual continuity and historic character. Recessed entries identify the entrance and provide shelter, while corner entries on buildings located on the intersections of key streets draw pedestrians in. Use doors with a large area of glass above a solid panel at the base surrounded by a painted frame. Avoid unfinished anodized metal, bright aluminum, or stainless steel frames. Finished frames may be metal with black anodized or painted finish, however, painted or varnished wood is preferable. Residential type doors are not acceptable. If documentation of the entries is available, the recommended alternative is to restore the entry.

INSERT MORE PICTURE OF RECESSED ENTRY WAYS

Section 1.1.7 - Maintain The Kick Plate Below The Display Window Element

Preserve the original kickplate whenever possible. For buildings with historic significance (local landmarks, individually significant, contributing, and contributing restorable buildings), restore the original kickplate from documentary evidence. If original information is not available, develop a new simplified design that retains the original character and dimensions of a kickplate that would most likely have been on the building. For renovations where there is no documentary evidence, appropriate kickplate materials are: brick, painted wood panels, stone, and glazed tile or painted metal in muted tones. Align the kickplate with those of other historic buildings in the block.

INSERT PICTURE OF KICKPLATES HERE

Section 1.1.8 - Preserve The Transom And Sign Board Features

The use of a clear glass transom over doors, or clerestory feature within the upper part of the display window area, is most historic. This area has been used for a sign or decorative element. Retain the original materials and proportions of the opening. If the framing that defines the transom has been removed, reestablish it in a new design. If the interior ceiling is lower than the transom or clerestory line due to later renovation, raise the dropped ceiling up from the window to maintain its historical dimensions. Align transom or clerestory window and framing with other adjacent buildings to maintain a clear line along the block face. Retain the original character and materials of the transom and clerestory.

INSERT TRANSOM PICTURE HERE

Section 1.1.9 - Preserve The Shape, Materials And Spacing of Upper Window

Re-open/reveal upper story windows if they are presently blocked. If lowered ceilings are necessary, pull the dropped ceiling back from the window. If re-opening the window is not feasible, recreate the original windows from historical documents. If original to the building, shutters may be considered to define the original window proportions. *Maintain the original spacing patterns of the windows.* Preserve the window frame, sash, and surrounds. Repair rather than replace original windows; if repair is not feasible, replace with windows that match the existing windows as closely as possible. Size, frame and trim material, method of operation, size of sash members, window frame elements, and the pattern of divided lights are important features to replicate. A historic material such as wood is most appropriate. If molded plastic, vinyl or aluminum replacements must be used they should replicate original materials, finishes, and dimensions. Anodized, shiny, unfinished metals and altered dimensions are inappropriate.

INSERT PICTURE OF UPPER WINDOWS HERE

Section 1.1.10 – Awnings May Be Used to Provide Visual Depth And Shade

Awnings should be designed to fit the storefront opening to emphasize the building's proportions. Awnings should not obscure or damage important architectural details. An eight foot clearance from the sidewalk to the awning is required. Align awnings with others on the block. This applies particularly to the bottom line of the awning. Mount the top edge to align with the top of the transom or with the framing that separates the clerestory Section from the main display window. The valance may be used for a sign. Operable fabric awnings are encouraged. Metal awnings or canopies that are similar in form to fabric awnings may be appropriate when designed as an integral part of the building facade, not appearing as tacked-on additions. Awning color should be coordinated with the color scheme of the entire building front. Mechanized awnings and awnings on the upper stories are discouraged.

INSERT EXAMPLES OF AWNINGS

Section 1.1.11 - Distinguish Additions to Historic Buildings

Additions to historic buildings should be subtly distinguishable from the original while maintaining visual continuity through the use of design elements such as proportion and scale, siting, facade set-back, and materials that are of a similar color and texture. When design elements contrast too strongly with the original structure, the addition will appear visually incompatible. Conversely, when the original design is replicated, the addition is indistinguishable and the historical evolution of the building becomes unrecognizable.

A. For additions to the side of a historic building, retain the original proportions, scale, and Character of the main facade.

Position the addition so it is set back from the main facade, and express the difference between the original facade and the addition with a subtle change in color, texture or materials.

B. Set back additions to roofs of historic buildings, in order to maintain the height of the primary facade.

New floors should be substantially set back from the primary facade so that the original building height and facade are clearly distinguishable from the new upper floor as seen from the street.

INSERT EXAMPLE PICTURE

C. Maintain the proportions and the established pattern of upper story windows.

In additions, upper floors should incorporate traditional vertically proportioned window openings within a more solid facade treatment than the lower floors. Use windows similar in size and shape to those used historically to maintain the facade pattern of the block.

D. Maintain the rhythm established by the repetition of the traditional facade widths.

In additions, maintain the rhythm of facade widths, especially for projects that extend over several lots, by changing materials, patterns, reveals, building setbacks, facade portions, or by using design elements such as columns or pilasters.

INSERT Illustration of rhythm of traditional facade widths on the Block Face

Section 1.1.12 - Select Building Colors Appropriate to The Area's Historic Character

In general, select a color scheme that will visually link the building to its past as well as to others in the area. Consider colors that are compatible with the building's predominant materials such as red brick or stone, or do an analysis of colors pre-existing on the building and use one of the colors found.

A. Develop a comprehensive color scheme.

Consider the building as a whole as well as details that need emphasis. Softer muted colors establish a uniform background. In general, use one color on similar elements such as window frames to show that they are all part of the same facade. Reserve brighter colors for small special accents to emphasize Entry ways and to highlight special structural ornamentation.

B. It is not appropriate to paint unpainted brick.

If the brick is already painted, paint removal is preferred. Avoid paint removal procedures that damage the original brick finish such as sand blasting or caustic chemicals. Before removing paint conduct a test to determine detrimental effects. If the existing paint on the brick is in poor condition and paint removal will damage the underlying brick, the brick should be repainted.

Section 1.1.13 - Minimize the visibility of HVAC units and other mechanical, structural, or electrical appurtenances

Use low-profile mechanical units and elevator shafts on rooftops that are not visible from the street. If this is not possible, setback or screen rooftop equipment from view. Also be sensitive to views from the upper floors of neighboring buildings. Skylights or solar panels should have low profiles and not be visible from public right-of-ways. These features should be installed in a manner which minimizes damage to historic materials.

Section 1.2 - Guidelines for New Construction and Remodeling Non-Contributing Buildings in the Kensington's Historic District

KDAB is responsible for reviewing all exterior changes and site features within the Kensington Historic District, not including building interiors. The purpose of this Section is to provide guidance for the design of new construction and the renovation of non-contributing buildings in the district, in order to retain the historic context of the area while providing new opportunities.

While new building design is expected to reflect the character of its own time, thereby making Kensington's Historic District a living district, it is important that it also respect the traditional qualities that makes the Kensington unique such as massing, scale, uses of storefront detailing and choice of materials. Guidelines from Section 1.1 concerning awnings, paint color, lighting, and appearances to buildings are also applicable to these buildings.

Section 1.2.1- Incorporate Traditional Design Elements in New Designs

Repetition of traditional facade features creates patterns and visual alignments that contribute to the overall character of the district. While these features may be interpreted in new and contemporary ways, they generally include the following:

- A. Kick plate as a base to the store front. Align the height with others in the block.
- B. First floor display window. Align with height of others in the block when others are appropriately placed.
- C. Incorporate a clerestory form in the display window.
- D. Transom, align with others when others are appropriately placed.
- E. Sign band.
- F. Parapet cap or cornices.
- G. Vertical window patterns and shapes, window sills on 2nd floor.
 - Angled entrances on corners.
 - Recessed central entrances

INSERT DIAGRAM - POINT OUT DETAILS A Through G

Section 1.2.2 - Align Architectural Features With The Established Patterns of Neighboring Buildings

The alignment of architectural features and elements, from one building to the next, creates visual continuity and establishes a coherent visual context throughout Kensington. On commercial buildings they create patterns along the face of the block that contribute to the overall character of the area. Building facades should be designed to reinforce these patterns and support the area's established visual character. Some facade elements that typically align with adjoining buildings include:

- building kickplates
- the top and bottom heights of first floor display windows
- transoms above entrance doors, and clerestory elements in display windows
- horizontal and vertical proportions of the building
- storefront windows, even for restaurant venues
- upper story window openings and styles
- sign band above the street level
- parapet and cornice line
- window sills on upper floors
- roof lines and proportions

INSERT PICTURE OF STORE ALIGNMENT HERE

Section 1.2.3 – Maintain The Line of Storefronts at Sidewalk Edge And Orient Main Entrances to Open Toward The Street

For commercial style buildings, if a portion of the building wall is proposed to be set back from the sidewalk, careful consideration should be given to maintaining the front line of the building at the sidewalk edge through the use of planters, railings, columns or similar features up to an overhanging second floor.

Maintain the original setback of historic buildings. In many cases, the building's placement on the site is an important defining characteristic. For historic buildings that are not located at the zero setback line, place the addition behind the original setback.

Section 1.2.4 – Do Not Construct Half-level or Split-level First Floors That Extend Both Above And Below Grade.

INSERT DIAGRAM HERE

Section 1.2.5 – Consider The Height And Mass of Buildings

In general, buildings should appear similar in height, mass, and scale to other buildings in the historic area to maintain the area's visual integrity and unique character. At the same time, it is important to maintain a variety of heights to create visual interest. While the actual heights of buildings are of concern, the perceived heights of buildings are equally important. One, two and three story buildings make up the primary architectural fabric of Kensington, with taller buildings located at key intersections.

A. Strive for visual interest in building forms.

With new construction, create architectural variety by stepping back upper floors and varying building massing, especially on larger sites.

B. Relate the height of buildings to neighboring structures at the sidewalk edge.

For new structures that are significantly taller than adjacent buildings, upper floors should be set-back from the front facade to reduce the perceived height. However, slender forms such as towers and dormers that extend forward to the front facade may add visual variety and interest to the set-back area.

C. Consider the effect of building height on shading and views.

Building height can shade sidewalks during winter months leading to icy sidewalks and unappealing pedestrian areas.

INSERT Examples of setbacks on upper floors that reduce perceived height, mass, and scale of building.

Section 1.2.6 - Maintain a Human Building Scale Rather Than A Monolithic or Monumental Scale

Smaller scale buildings and the use of traditionally-sized building components help to establish human scale and maintain the character of Kensington. Standard size brick, uniform building components, and standard window sizes are most appropriate.

INSERT PICTURE OF TYPICAL BUILDINGS

Section 1.2.7 - Maintain the Proportions of Storefront Windows And Doors and Established Pattern of Upper Story Windows

The first floor of Kensington's commercial buildings should be primarily transparent, with a pedestrian orientation and storefront appearance. Upper floors should incorporate traditional vertically proportioned window openings within a more solid facade treatment, awnings are not typically found on upper story windows. Use windows similar in size and shape to those used historically to maintain the facade pattern of the block. This is especially important for projects facing key pedestrian streets such as Howard Ave, Montgomery Ave, Kensington Parkway and Detrick Ave.

INSERT A typical example of upper and lower floor window patterns

Section 1.2.8 - Maintain the Rhythm Established by The Repetition of The Traditional Facade Widths.

Maintain the rhythm of facade widths, especially for projects that extend over several lots, by changing materials, patterns, reveals, building setbacks, facade portions, or by using design elements such as columns or pilasters.

INSERT An illustration of the pattern of Historic Kensington facades

Section 1.2.9 - Use Building Materials That Have a Texture, Pattern And Scale Similar to Those in The District

The use of brick as the primary building material is encouraged to reflect historic building patterns in the Historic District. Choose accent materials similar in texture and scale to others in the district.

These include:

- Brick and stone masonry
- Wood details such as windows
- Finished lumber, applied to achieve traditional patterns e.g.: horizontal siding rather than diagonal
- Finished painted metal and sheet metal
- Clear or lightly tinted glass
- Ceramic tiles
- Brick, clay and ceramic pavers
- Slate, finished metal, glazed ceramic and tile roofs
- Concrete and stone as lintels and wood or concrete columns
- Embossed metal

The following materials are generally inappropriate :

- Coarsely finished, “rustic” materials, such as wood shakes, shingles, barn board or stained plywood. Poorly crafted or “rustic” woodworking and finishing techniques
- Indoor-outdoor carpeting or astro-turf
- Corrugated metal and fiberglass. (unless used sparingly)
- Moss rock
- “Antique” or old brick with partial paint, mottled light variegated brick, oversized brick and white brick mortar
- Ornate wrought-iron, “New Orleans” style grille and rail work
- Stucco surfaces that are highly textured such as those sometimes associated with a “hacienda” or “Mediterranean” style
- Expanded metal
- Silver or clear anodized aluminum sheets
- Silver or clear aluminum extrusions for windows and doorways
- Residential type sliding glass doors
- Imitation wood siding or stone, **NO VINYL SIDING**
- Flat or molded plastic sheeting in quantities exceeding five square feet when used as primary façade materials
- Imitation metal “rock work”
- Plastic molded imitations of any conventional building material
- Mirror or metalized reflective glass
- Glass block

Section 1.2.10 - Improve Rear or Side Alley Elevations To Enhance Public Access From Parking Lots And Alleys

Where buildings are built to the alley edge, consider opportunities for alley display windows and secondary customer or employee entries, if original walls are not damaged. Screening for service equipment, trash, or any other rear-of-building element that can be visually improved, should be designed as an integral part of the overall design. Where intact, historic alley facades should be preserved along with original features and materials. Alterations should be sensitive to and compatible with the historic scale and character of the building and area.

Section 2: The Non-Historic Areas

The Non-Historic Areas offers unique opportunities for design options and creation of variety in building forms. A focus on pedestrian activity and attention to massing, scale and alignment of building features are important design considerations. Other important design elements are 1) the Non-historic Area's relationship to its surroundings, including the Historic Area, the park areas, and the neighborhood interface areas, 2) the pedestrian quality of the area including proposed pedestrian mall areas of Kensington Parkway, Montgomery Ave, Howard Ave and Detrick Ave, and 3) that new building design can reflect the character of its own time while respecting the integrity, scale, and massing of historic buildings of Kensington.

While creative interpretations of traditional design elements, and designs that reflect the character of their time, are encouraged, they should be compatible with but distinguishable from their historic neighbors. Architectural styles that directly copy historic buildings and theme designs, are inappropriate to the character of Kensington. These guidelines also discourage projects that create inhospitable pedestrian design, and buildings that are inappropriate in scale and massing to their surroundings.

KDAB is responsible for reviewing *all projects with a construction value of \$10,000 or more* in the Non-historic Areas.

The urban design objectives for the Non-Historic Area are to:

- Reinforce the character of Kensington as a pedestrian place by encouraging architectural solutions that are visually interesting, stylistically appropriate to their context, and compatible in scale and character with Kensington.
- Strengthen the identity of Kensington as a place where people feel welcome and comfortable through the careful selection of building materials and human scale design.
- Encourage development that complements pedestrian activity, bicycle access and open/green space.

INSERT MAP OF NON HISTORIC AREAS.

Section 2.1 - Consider Incorporating Traditional Facade Elements in New Designs

Repetition and use of traditional facade elements creates patterns and visual alignments that contribute to the overall character of the historic commercial area. While these features may be interpreted in new and contemporary ways, they include:

- A. Kick plate as a base to the store front or restaurant front. Align the height with others when possible.
- B. First floor display window. Align with height of others in the block when others are appropriately placed.
- C. Transom. Align with others when others are appropriately placed.
- D. Sign band.
- E. Parapet cap or cornices.
- F. Vertical window patterns and shapes, window sills.
- G. Angled corner entrance.
- H. Recessed central entrances

INSERT IMAGE WITH DIAGRAM FROM A THROUGH H, SIMILAR TO ONES ALEADY USED IN FIRST FEW SECTIONS

Section 2.2 – Consider the Alignment of Architectural Features and Established Patterns With Neighboring Buildings

The alignment of architectural features, from one building to the next, creates visual continuity and establishes a coherent visual context throughout Kensington. While new building forms are expected, building facades should be designed to reinforce these patterns and support Kensington's established visual character. Some horizontal elements that typically align with adjoining buildings include:

- building kickplate
- the top and bottom height of first floor display windows
- transom over the entranceway
- horizontal and vertical proportions of the building
- storefront windows
- window openings and styles, especially upper story windows
- sign band above the street level
- parapet and cornice line
- window sills on upper floors
- roof line and proportion

INSERT Illustration of Architectural Feature Alignment on the Block Face

Section 2.3 - Maintain the Line of Building Facades And Storefronts at Sidewalk Edge in Blocks

Buildings or other design features that are built up to the sidewalk maintain a line of visual continuity and provide visual interest for pedestrians. If a portion of the building facade is set back from the sidewalk, the sidewalk edge should be visually maintained through the use of a line of columns supporting upper floors or other features, such as a change in surface texture, a line of planters, portals, or railings. Maintain the original setback of historic buildings. In many cases, the building's placement on the site is an important defining characteristic. For historic buildings that are not located at the zero setback line, place the addition behind the original setback.

INSERT IMAGE OF BUILDING LINED ALONG SIDEWAY PROPERLY

Section 2.4 – Consider the Height, Mass, and Scale of Buildings

Buildings that appear similar in mass and scale to other buildings in the area help to maintain the coherent visual image of the Kensington character. At the same time, it is important to maintain a variety of heights to create visual interest. While the actual heights of buildings are of concern, the perceived heights of buildings are equally important. One, two and three story buildings make up the primary architectural fabric of Kensington, with taller buildings located at the new Town Center (Berka Property).

A. Maintain visual interest in building forms.

Create architectural variety by stepping back upper floors and varying building massing, especially on larger sites.

B. Relate the height of buildings to neighboring structures at the sidewalk edge.

For new structures that are significantly taller than adjacent buildings, upper floors should be set-back from the front facade to reduce the perceived height. However, slender forms such as towers and dormers that extend forward to the front facade may add visual variety and interest to the setback area.

C. Maintain a standard floor to floor height.

Generally, for commercial buildings, the ground level floor to floor heights should be approximately 13 to 15 feet and up to 12 to 14 feet for the second floor. This is particularly important along the proposed pedestrian areas from Kensington Parkway, Montgomery Ave, Howard Ave, and Detrick Ave.

D. Consider the effect of building height on shading and views.

Building height can shade sidewalks during winter months leading to icy sidewalks which can discourage pedestrian activity.

Section 2.5 - Maintain a Human Building Scale, Rather than Monolithic or Monumental Scale

Avoid large featureless facade surfaces. Facade elements that are familiar to the pedestrian help establish a sense of scale and create visual patterns that link buildings within a block, while allowing individual identity of each building. Smaller scale buildings and the use of traditionally-sized building components help to establish human scale and maintain the character of Kensington. Standard size brick, uniform building components, and standard window sizes are most appropriate.

INSERT Illustration of buildings that look monolithic next to buildings with more details and visual interest.

Section 2.6 - Create Pedestrian Interest at the Street Level

A. Develop the first level of buildings to provide visual interest to pedestrians.

For a non-residential building, the first floor street walls should contain architectural elements that create visual interest and a pedestrian street environment such as display windows facing the sidewalk, outdoor dining areas, display cases, public art integrated with the building design, and architectural elements and details that create visual interest.

B. Consider how the Texture and Pattern of Building Materials Will Be Perceived

Use building materials that are familiar in their dimensions and that can be repeated. To help establish a sense of human scale use familiar building components in traditional sizes. For example, standard size brick, uniform building components, and typical window sizes, help to establish human scale. Combining building materials that can be visually contrasted also helps to achieve a sense of human scale.

C. Maintain The Design Distinction Between Upper And Lower Floors

Develop the first floor facade as primarily transparent, making it inviting to the public. Consider using windows and other architectural features to create a pattern that will reinforce the traditional facade rhythm found on commercial buildings in the Historic area. Upper floors generally are differentiated through the use of more solid areas than voids and with smaller, vertically oriented windows in a regular pattern.

Section 2.7 - Avoid Half Level, or Partial Level Basements

INSERT ILLUSTRATION. EXAMPLE WOULD BE BUILDINGS WHERE YOU HAVE TO WALK UP/DOWN STAIRS FROM GROUND LEVEL

Section 2.8 - Shade Storefront Glass by Appropriate Means

To permit good visibility into storefront windows, and to create pedestrian interest, use awnings. Note: See Section 6: Extensions into the public right-of-way discussion on revocable lease and allowable dimensions.

INSERT PICTURE OF BUILDING WITH NICE AWNING

Section 2.9 - Maintain The Rhythm Established by The Repetition of The Traditional Facade Widths

Maintain the rhythm of facade widths, especially for projects that extend over several lots, by changing materials, patterns, reveals, building setbacks, facade portions, or by using design elements such as columns or pilasters. A single facade should not exceed a maximum of 75 linear feet (equivalent to three traditional lots). Traditional, established breaks between buildings, such as alley ways, should be maintained.

INSERT Illustration of Historic pattern of Kensington facades

Section 2.10 – Consider the Scale, Texture, and Pattern of Building Materials

Use building materials that are familiar in their dimensions and that can be repeated. To help establish a sense of human scale, use familiar building components in traditional sizes. For example, standard size brick, uniform building components, and typical window sizes, help to establish human scale. Combining building materials that can be visually contrasted also helps to achieve a sense of human scale.

Section 2.11 – Consider The Quality of Open Space Incorporated in New And Renovated Buildings

A. Create comfortable, safe, accessible, and appropriately located open spaces to provide pedestrian interest and convenience.

Orient open spaces to the sun and views. Create a sense of enclosure while maintaining safety, so that open spaces feel like outdoor rooms. Provide seating that is useable year round. Plazas, courtyards, pocket parks, and terraces should be designed to be easily accessible and comfortable for a substantial part of the year. See Section 6.7.

B. Connect open spaces to other activity areas where people gather to sit, eat, or watch other people.

Locate sidewalk restaurants or outdoor dining areas on or adjacent to open spaces and pedestrian routes such as sidewalks and green areas. Connect shops or office entrances directly to places where people gather or walk. Where appropriate and allowable, the use of well designed and shielded rooftop decks for restaurants and access to views is encouraged.

INSERT PICTURE OF Attractive open space.

Section 2.12 - Recognize The Special Character of Kensington's Historic District and Incorporate Along Connecticut Ave and Other Major Thoroughfares

A. Emphasize a “boulevard” character of roadways by maintaining consistent building setbacks. (See Section 6.10 for landscaping)

Connecticut Ave is the town's most prominent avenue. It has a unique character that divides Kensington from east to west. It has an urban character on the east side and a Historic character on the west side. East side buildings, especially between Knowles Ave and Howard Ave, should line up at the same set-back line and feature a deeper than say Howard Ave. Features such as outdoor restaurants, pocket parks, pedestrian seating areas, and roof terraces and balconies on upper floors are encouraged along west (along Detrick) and north (along Howard).

B. Building forms compatible with the scale and character of the area are strongly encouraged.

A variety of building heights and forms is encouraged with primary entrances to shops and offices facing the Howard Avenue and Detrick Avenue.

D. Parking should be located to minimize visibility from the street, preferably underground or the rear of buildings, not to the building side or front.

In new Town Center, focused on pedestrian ways, parks, and a unique mix of uses, keeping the town image of buildings facing onto the street is important.

E. Pedestrian and bicycle connections through the area that integrate park and sidewalk systems are strongly encouraged.

Bike and pedestrian pathways that connect the area internally and to surrounding areas, and that take advantage of the park and creek system that runs through the area, are desirable in maintaining the area's unique character. When feasible, encourage right-of-way access routes through properties that can link bike and pedestrian pathways.

Section 3: The Interface Areas

The Interface Areas are composed of the blocks that link the commercial areas to surrounding residential neighborhoods. These areas requires special design sensitivities that must be addressed when commercial buildings are located adjacent to residential areas.

From the neighborhood perspective, as well as for the health and appearance of the commercial areas, it is important that the residential blocks adjacent to the commercial areas remain stable, quiet, secure, and orderly. For the most part, it is the impacts of the commercial areas which can be most detrimental to the residential neighborhood, not the reverse. These impacts can be minimized through careful design that emphasizes the transition between commercial and residential areas, and respects the scale and quality of adjacent residential uses. It is expected that through the use of these guidelines, as well as appropriate land use and zoning restrictions, general neighborhood “livability” will be supported and enhanced.

INSERT MAP THAT IDENTIFIES THESE AREAS

The urban design objectives for the Neighborhood Interface Areas are to:

- Encourage sensitive design along the edge where the commercial areas abuts residential neighborhoods.
- Encourage sensitive site, building, and streetscape design that emphasizes a clear distinction between both commercial and residential areas.
- Maintain the diversity in building type and size and respect the adjoining residential character that is important to the area.
- Discourage adverse impacts from noise, night lighting, poor building design, and commercial service areas on adjacent residential neighborhoods.

Section 3.1 - Maintain the Diverse Residential Architectural Character of the Interface Area

A. Maintain historic residential buildings.

Although the rehabilitation of residential buildings for office use is possible to maintain the neighborhood's character and scale, conversion of historic residential buildings to commercial or mixed uses is appropriate *only* when the residential use is no longer feasible. Careful consideration must be given to the visual impacts a non-residential conversion may have on the surrounding residential area.

B. In general, construct buildings of three stories or less.

Create a height transition by locating taller portions of buildings toward the commercial areas and lower portions located toward surrounding residential areas.

C. Commercial construction on a primarily residential block should be designed to reflect a residential character.

For example, a front yard setback for a commercial building in a residential block may be desirable. Careful consideration must be given to adjacent properties, the overall urban design quality of the block and the character of the surrounding area.

Section 3.2 - Create Attractive Rear Alley Facades on Buildings Facing Toward Residential Areas

The design quality of the rear facades of commercial and mixed use buildings that face residential zones is of great concern to the residential property owners. Consideration must be given to creating a pleasant building design at the rear of the building. Include such features well designed building entrances, windows, balconies, the use of high quality materials, plaza areas and planting areas.

Section 3.3 - Design alleys to serve as attractive alternative routes for pedestrians, as well as efficient service access for vehicles

Consider what residents of adjacent residential neighborhoods will look at from their rear yards and porches. Well designed rear building entrances, windows, balconies plaza areas and planting areas are encouraged.

A. Elements such as trash collection areas should be screened, designed as an integral part of the overall building design, and present an attractive feature when viewed from adjacent residential areas.

B. Provide adequate lighting for pedestrians in all interface area alley ways for security and convenience.

C. Shield security lighting from adjacent residential uses so that it does not shine in adjacent residential windows.

D. Where parking in alleys places cars next to a public sidewalk, provide a landscaped strip between the parking area and the sidewalk.

E. Corner buildings located at the corner of alleyways and public streets may provide a visual buffer to hide alley parking and trash storage from pedestrian view.

INSERT PICTURE OF SCREENED TRASH DUMPSTER

Section 3.4 - Where The Zoning Line Runs Along a Street or Lot Line, Commercial Development Should Respect The Existing Building Scale And Character of The Adjacent Residential Area.

Commercial construction on a primarily residential block should be designed to reflect a residential character. A front yard setback for commercial uses at some interface locations is desirable. Create a height transition by locating taller portions toward the commercial areas and lower portions toward residential areas.

Section 3.5 - Design Streets in The Neighborhood Interface Areas to Reflect Adjacent Residential Land Uses.

Consider the scale and character of the public right-of-way between residential areas and commercial areas.

A. Create a strong residential quality in the design of street improvements at the interface of commercial and residential areas.

Traffic circles, landscaped medians, neck-downs and pocket parks are appropriate right-of-way treatments.

B. Maintain the traditional curb zone between the curb and the sidewalk.

Street trees, planted at 20 to 30 feet apart, average 25 foot on center, are recommended. (See Section 6, Streetscape Improvements). Plant flowers, grass or other live ground cover in the curb zone for the half block that extends between residential areas and the commercial alley ways.

INSERT PICTURE OF A traditional curb zone with street trees and grass

Section 4: Parking Facilities

The most critical elements to consider in evaluating the design of parking facilities are traffic impacts on adjacent streets, building massing, urban design relationships to adjacent buildings, the location of the facility within Kensington, its security, landscaping, and lighting.

The urban design objectives for the design of parking facilities are to:

- Produce attractive parking facilities that are compatible additions to Kensington which add to, rather than detract from, the area's historic character and function.
- Enhance pedestrian activity at the sidewalk level through the use of retail wrap on structured parking and landscape areas around surface parking.
- Ensure that the design of the facility is of the highest quality.

INSERT PICTURE OF A DESIREABLE PARKING FACILITY

Section 4.1 - Locate Surface Parking on Appropriate Sites

A. Locate parking facilities on blocks and streets in which they best serve their function without jeopardizing the pedestrian quality of the Kensington.

Locations such as the area around the train station or under the new town center are preferred. These will promote continuity of the pedestrian environment and a compact retail core.

B. Locate surface parking lots at the interior of the block not at corner locations.

In a commercial setting corner locations are important as building sites for prominent buildings. Parking lots on corners in the commercial area give the suburban appearance of cars parked in front of buildings. Surface parking should be behind buildings to shield from view.

C. Surface parking lots that share a site with a building and that are to be located under a building but at grade should be placed at the building rear.

Parking lots under buildings should not extend to the street front. Rather, they should be shielded from the street by the front of the building. In this way the architectural continuity of the street can be preserved. Parking behind a building accessed from an alley is preferred in order to minimize the number of curb cuts, reduce turns, and minimize pedestrian conflicts.

Section 4.2 - Reduce Visual Impact of Surface Parking Lots

A. Subdivide surface parking lots into smaller areas through the use of landscaping or other visual elements.

Planting islands for flowers, ground cover, or shrubs should be used at entrances, exits, internal turns, and to separate double rows of cars. Planting islands should be large enough to sustain proposed plant materials. Such islands should be designed to break up the expanse of pavement and help establish the desired direction of circulation. Planting should be attractive, low maintenance, and hardy — able to survive soot and gas fumes. Landscaped areas should be protected with appropriate curbs, edging, bollards, railings, low walls, or similar elements. Trees are the most essential form of greenery since they screen cars, provide shade, and frame views. Avoid trees with low-growing branches or that excrete resin or moisture. Use parking lot signs compatible with those in general use in Kensington.

INSERT PICTURE OF Planting islands that break up parking surface.

B. Where the parking lot abuts a public sidewalk, provide a visual screen or landscaped buffer between the sidewalk and the parking lot.

There are several ways in which this may be accomplished:

- The buffer may be a landscaped berm and/or planting strip, a minimum of 6 feet in width between the sidewalk and the parking lot, or the width equal to the setback of an adjacent building if wider than 6 feet.
- The buffer area may be designed in conjunction with a low wall of a material similar to adjacent buildings. Ideal materials for fences and walls include brick, stone, or metal. Do not use unfinished wood fences. The buffer area should be planted with appropriate ground covers and small trees. Decorative plantings and bermed areas are encouraged to highlight entrance ways. Care should be given to protecting sight lines for both pedestrians and vehicles. Materials and architectural detailing selected for buffers should be complementary to the character and materials of adjacent buildings. Low walls should be no larger than 48".

INSERT PICTURE plantings that help to hide a surface parking lot

Section 4.3 - Reduce The Visual Impact of Structured Parking

A. Design parking structures so that they create a visually attractive and active pedestrian environment through the use of a retail/commercial wrap.

All above grade parking structures, in which parking is the principle use, should be wrapped with a two story retail/commercial use to shield the facility from the street and to make the entire building visually pleasing.

B. The garage wrap should be compatible with surrounding buildings.

In general, the retail/commercial wrap should conform to the guidelines in Section 2: Non-Historic Area. Facade design should be considerate of both vertical and horizontal architectural proportions, window patterns, and architectural elements of buildings in the area. Design with traditional commercial features, this parking facility has retail/commercials spaces along the street

Section 4.4 – Security And Pedestrian Circulation Should Be Priorities

Pedestrian routes in structures and lots should be easily identifiable and accessed. Clear visual connections between a garage, or surface parking lot, and adjacent sidewalks and buildings are desirable. Interior and exterior lighting should be designed for safety as well as night-time appearance.

Section 5: Commercial Signs

Commercial signs should function to identify and locate businesses, promote merchandise or service within, attract customers, provide direction and information, and in some cases create visual delight and architectural interest.

**The urban design objectives of the Commercial Sign
Guidelines are to:**

- Encourage design and sign placement that promotes Kensington businesses while complementing town's character and scale.
- Promote signs that are designed as an integral yet noticeable part of a building's overall design.
- Promote the design of signs that are good neighbors within their block.
- Create an overall image in which a building and its signs relate to each other in helping to draw customers.

Section 5.1 - Signs Should be Designed as an Integral Part of The Overall Building Design

In general, signs should not obscure important architectural details. They should align with others signs on the block to maintain the existing pattern of horizontal and vertical facade features. They should be positioned to emphasize special shapes or details of the facade, to draw attention to the shop entrance, or to emphasize a display window. When several businesses share a building, signs should be aligned or organized in a directory. Following are principle sign types that are applicable in Kensington:

A. Wall Signs:

Wall signs are limited in size and defined as projecting less than 15 inches from the building. Wall signs should be positioned within architectural features such as the panels above storefronts, on the transom, or flanking doorways. Wall mounted signs should align with others on a block to maintain established patterns.

INSERT PICTURE OF Wall Sign positioned above storefront

B. Projecting Signs:

Projecting sign means a sign attached to a building and extending in whole or in part 15 inches or more horizontally beyond the surface of the building to which it is attached. Projecting signs should be positioned along the first floor level of the facade. Projecting signs may take on their own special shape, or create their own symbol within the overall facade design.

INSERT PICTURE of a projecting sign with an original shape.

C. Awning Signs:

Awnings should be used to add visual interest to a building, provide shade, and add variety to the streetscape. They should be positioned to emphasize special shapes or details of the facade, to draw attention to the shop entrances or to emphasize a display window. Awning signs may be illustrated with letters or symbols. In most cases, only one awning sign is allowed per building. Consult the city Sign Code.

INSERT PICTURE of Awning signs are straightforward and effective.

Section 5.2 - Use Simple Signs to Clearly Convey a Message. Symbols Are Easily Read And Enhance Pedestrian Quality.

A. Sign Materials:

Sign materials should be durable and easy to maintain. Appropriate sign materials include painted or carved wood; carved wooden letters; epoxy letters; galvanized sheet metal; slate, marble, or sandstone; gold leaf; gilt, painted, stained, or sandblasted glass; clear and colored acrylic; ; or stained glass.

B. Illumination:

Lighting external to the sign surface with illumination directed toward the sign is preferred. External lighting may also highlight architectural features. Internally lit signs are generally discouraged because they can form masses of light which, when viewed in groups, can be unpleasant. By coordinating the lighting intensity, color, sign placement and display window design, the entire storefront can become an effective sign. The light level should not overpower the facade or other signs on the street. The light source should be shielded from pedestrian view. The lighting of symbol signs is encouraged. Internal lighting may be appropriate where only letters are illuminated.

C. Sign Shapes:

Signs should be designed in simple, straight-forward, shapes that convey their message clearly. Symbols are easily read and enhance the pedestrian quality of Kensington.

D. Graphics:

Lettering styles should be proportioned, simple, and easy to read. In most instances, a simple typeface is preferred over a faddish or overly ornate type style. The number of type styles should be limited to two per sign. As a general rule, the letter forms should occupy not more than 75% of the total sign panel.

SHOULD TRY TO INCORPORATE TOWN SIGN CODE HERE

Section 6: Streetscape Improvements

The term “streetscape” refers to the entire system of streets, sidewalks, landscaping, and open spaces, by which people circulate through and experience Kensington. Our image of Kensington, and the ease and safety with which we move through it, is determined by the quality of the streetscape.

The design objectives of the Streetscape Improvement Guideline are to:

- Unify the visual image of Kensington by creating a series of public sitting areas, completing the rhythm of street trees and street lighting, and providing landscaping with seasonal color or other qualities of visual interest.
- Create a pedestrian oriented environment that is safe, accessible, visually pleasing, and comfortable.
- Strengthen Kensington’s visual connections. Visually and functionally connect the various Sections of Kensington from commercial to residential areas.
- Maintain the visual unity and historic character of the Kensington through the use of traditional materials.
- Encourage and accommodate the use of alternative modes of transportation.
- Maintain and preserve historic features of the streetscape such antique street lights and brick sidewalks.
- Respect and preserve adjacent residential neighborhoods through the use of sensitive streetscape design.

Section 6.1 - Use The Existing Street Hierarchy as a Basis For Designing The Streetscape

The concept of a street hierarchy is based on understanding how various streets function. For example, Connecticut Avenue and Knowles Avenue are major vehicular streets, thus street improvements should provide for large volumes of traffic while buffering pedestrians from traffic impacts.

Four types of streets have been identified:

A. The Kensington Pedestrian District (Proposing to make Detrick Avenue a vehicle-free pedestrian Street on weekends):

The Kensington Pedestrian District, which will encompass Kensington Parkway, Montgomery Ave, Howard Ave (east to west) and Detrick Ave, will be the most used pedestrian zone in the Kensington. As a shopping, festival, and public gathering place, it will be unified with brick sidewalks and antique street lighting. Intense landscape treatments, including seasonally-varied plantings and coordinated street furniture, add to the pedestrian ambiance. It is purposed to close Detrick Avenue on weekends to encourage public gathering

B. Connecticut Avenue (major vehicular through streets):

Connecticut accommodates large volumes of traffic moving through Kensington. Streetscape features should be designed to buffer pedestrians from traffic impacts, provide greater building setbacks and detached sidewalks with planting strips between the sidewalk and curb. The exception is the Section of Connecticut Ave and Howard Ave, where a large pedestrian plaza is proposed. On Connecticut Ave, the use of landscaped median strips and pedestrian safe zones should be designed to minimize pedestrian/vehicular conflicts.

C. Knowles Ave, Howard Ave, Metropolitan Ave

These three streets provide the main pedestrian connections between the east and west sides of Kensington. Where these streets cross Connecticut Ave, which is very wide, crosswalk designs that visually link the east and west sides of the avenue are important. The use of similar materials, intersection gateway features, landscaping, and street furniture will help to visually weave the areas together and promote pedestrian access between these important parts of town.

D. All other streets in Kensington commercial areas (general pedestrian oriented streets).

In order to create a unified image, all streets should share common features. At minimum, these should include similar sidewalk scoring patterns, similar paving materials, similar street trees and tree grates, coordinated street furniture, the inclusion of sidewalk neck downs and pedestrian safe zones, removal of pedestrian obstructions, consolidation of streetscape elements such as newspaper vending boxes, similar traffic and other directional signage, and pedestrian scale street lighting.

Section 6.2 - Use a Basic Sidewalk Design to Unify The Visual Image of Kensington

At minimum, every street in the Kensington should incorporate the following basic sidewalk elements:

A. Curb zone

The curb zone should consist of a 4 foot wide area measured perpendicular from the inside of the curb that may include the following:

- Brushed natural color gray concrete tooled in a 2'x 2' square pattern parallel to the street (not diagonal), brick when possible.
- Street trees in appropriately sized tree grates (see Section 6.8)
- Street elements which do not interfere with people accessing cars parked at the curb, mail boxes, trash receptacles, bus stops, bollards, and news racks.

Variations

In general, the predominate material in the Kensington is brick. The use of brick to highlight the curb zone is especially appropriate in the blocks adjacent to the Pedestrian District. Other appropriate materials may be used to highlight the curb zone include sandstone, or the use of art work which is stenciled or sandblasted into the concrete surface. However, colored concrete scored to imitate brick is inappropriate. On the Neighborhood Interface blocks that create a transition between commercial and residential areas, use landscape materials in the curb zone rather than hard surface concrete. Materials such as flowers, grasses, or live ground cover will highlight the transition quality of the half block between commercial and the interface areas.

B. Pedestrian zone

The sidewalk pedestrian zone is the area that must be kept clear for pedestrian movement, and free of all obstacles. The pedestrian zone should comprise the following:

- Brushed natural color gray concrete tooled in a maximum 4'x 4' square pattern parallel to the street with brick accents, or brick sidewalks. The location of tree grates or other elements may regulate the exact dimensions of the scoring pattern.

Variations

In certain cases, a different concrete scoring pattern or surface material such as brick may be used to run perpendicular to the sidewalk pedestrian zone or extend out vertically from the building or property line. Such variations would highlight the location of a special architectural feature such as an outdoor eating area, plaza, or recessed building entranceway. Brick may also be used to highlight special use areas. Colored concrete scored to imitate brick is inappropriate. Brick paving used to highlight entrances.

C. Corner Zone

At minimum, the basic corner zone should include the following elements:

- A pedestrian area or clear zone that is free of obstacles and lined up with the sidewalk pedestrian zone. This area should be made of brushed natural gray concrete scored in a 2'x 2' square pattern parallel to the street (not diagonal). The smaller scoring pattern is meant to distinguish the corner zone from the rest of the sidewalk. Only essential "regulatory" elements such as signal posts are allowed, all other elements such as benches, bike racks, newspaper racks, are prohibited.
- Corner "amenity areas" are located at either side of the clear pedestrian. The amenity areas may

incorporate benches, bike racks, news racks, and similar elements. Their shape and size may vary depending upon the use of a corner neck-down. Elements such as benches and bike racks should be carefully arranged in an attractive and accessible design. Benches should be arranged to facilitate social interaction. The amenity areas should be made of brushed natural gray concrete scored in a 4' x 4' square pattern parallel to the street (not diagonal), and may have brick detailing.

Variations

Shift the orientation of the concrete scoring pattern to a 45 degree angle to the street in a 2' x 2' pattern. Other variations may include edging the corner amenity and clear zones with brick paver bands using a dark, terra cotta red to compliment the color and quality of the mall brick. In certain areas, special materials such as brick or sandstone may be incorporated to clearly define an area. Depending on the location, amenity areas may also be used for public art features.

INSERT PICTURE OF Brick paving used to highlight entrances.

Section 6.3 - Use a Basic Intersection Design to Unify The Visual Image of Kensington

Street intersections in the Kensington should incorporate two basic elements:

A. Crosswalks

Pedestrian crosswalks should be a minimum of 5 feet wide, and 10 feet wide across Connecticut Ave, constructed of brick pavers. ADA ramps should connect the pedestrian crosswalk to the corner.

B. Intersection squares

In general, the center area of intersections should made of the same material as the surrounding street surfaces.

Variations

Special paving may be used in intersection designs to highlight an important street or pedestrian connection. For example, public art may be incorporated in the surface design. Special emphasis should be placed on the intersections along Connecticut Ave.

Other ideas that add to the visual interest include the following:

- The use of brick pavers within the 10' wide crosswalk
- A special border on either side of the 10'crosswalk consistent with adjacent sidewalk features.
- A unique paving pattern or design within the center area to highlight an intersection.

Section 6.4 - Design Extensions Into The Public Right-of-Way That Are Visually And Functionally Appropriate to Their Street

Extensions into the public right-of-way, such as a sidewalk restaurant, public sitting area, or awnings over store windows, can add visual interest and encourage public activities that enhance the quality of life in Kensington. They promote outdoor leisure use, provide opportunities for “people watching”, and create a varied streetscape setting. Such extensions are appropriate on the first story if the visual quality of the street is not weakened and if building facades of historic significance are not substantially altered or obscured by the extension. Upper story extensions are generally not appropriate except when restoring a missing historic feature or when incorporating a traditional design element into a new building. The best extensions are characterized by design that is sensitive to the buildings, and that employ quality materials.

NEED TO INSERT RULES ABOUT WHAT CAN AND CAN'T BE IN THE PUBLIC RIGHT OF WAY

Section 6.5 - Use Innovative Railing Designs to Define Outdoor Spaces, Such as Cafes, From Pedestrian Movement Areas

A. Railings define the boundary between public and private areas and create safety barriers for pedestrians.

Semi-permanent railings that can be fixed to the sidewalk are preferred. Site specific designs are encouraged that reflect Kensington’s history, the environment, or public art. No signage, advertising, goods or merchandise should be placed on the railing. Railing designs should reflect an open, transparent feeling. Visually closed-in railings that “box-in” the extension are not appropriate.

B. Materials such as metal rails and posts, stone or brick piers, and wood may be used when properly finished.

Decorative elements incorporated into the railing design are encouraged. In general, metal surfaces should have a black enamel finish although colors that are incorporated as part of a coordinated color plan for the building, or that are considered in the context of a work of public art, may be considered. Light weight or movable handrails that may be hazardous during times of intense pedestrian crowding should be avoided. Chains, ropes and unsupported railings are unacceptable materials.

INSERT PICTURES OF RAILINGS

Section 6.6 - Create Comfortable and Attractive Sitting Areas, And Plazas, and Small Open Spaces

Seating areas, plazas, and small open spaces should be located throughout the town. They should be easily accessible and comfortable for as much of the year as possible. The use of ground level plant materials and trees to provide shade and pedestrian scale is strongly encouraged. All elements including walls, trees, paving, seating, pedestrian scale lighting, and water features should be designed as an integral part of the overall site design concept.

INSERT PICTURE OF OUTDOOR SEATING AREA

A. Orient seating to take advantage of views, sunshine in the winter, and shade in the summer.

Arrange benches and other street furniture in a coherent design that, in effect, creates small outdoor rooms. For example, at bus stops and sidewalk seating areas arrange benches, art work, landscaping, and other elements into pleasant and comfortable pedestrian environments.

B. Locate sitting areas, plazas, and small open spaces where they will get the most use.

Locate areas where shoppers and workers congregate — adjacent to a building lobby, heavily traveled sidewalks, or an outdoor restaurant. When located on private property, but serving as public amenities, plazas and courtyards should be directly connected to and accessible from the public sidewalk. If needed, security gates should be either an integral part of the design or completely hidden from view when not in use.

Section 6.7 - Select Street Trees That Are Appropriate to Their Intended Location And Function

A. Approved tree list for commercial sites — For trees in grates and planting pits.

All of the trees in the following chart should do well in the town environment. Unless stated otherwise, they will tolerate full sun, drought, varying soil pH and will have a relatively compact crown. Keep in mind that the conditions of various planting sites in the town will vary and may need to meet individual landscape objectives. The purpose of this list is to help in choosing a tree according to the size of the planting site. However, each site should be looked at individually by a professional.

INSERT CHART OF TREES (SMALL, MEDIUM, LARGE)

B. Descriptions of Approved Trees for Commercial Sites

LIST TREES THAT ARE ACCEPTABLE

C. Unsuitable Street Trees

LIST UNACCEPTABLE TREES HERE

D. Appropriate tree locations and Tree Grates

- Large trees should be located along Connecticut, wide right-of-way streets, and principal access streets such as Knowles and Howard. Large trees should also be used to highlight corners, to provide cover for large plazas, or as accents against the skyline.
- Medium or large scale trees may be located on all other town streets.
- Medium trees, with narrow spread canopies, should be located in narrow streets, to fill in mid-block areas, provide visual relief and scale definition to large walls, provide shade and canopies for sidewalks and plaza areas, and establish large areas of color above eye level.
- Small trees should be used to provide seasonal color and a visual focal point for special locations such as a building entrance, corner area, sitting area, bus stop, or other significant area or view corridor.
- Trees in rights-of-way should be maintained with a minimum head height of 8' over sidewalks and 14' over the vehicular streets.
- Low maintenance trees are desirable which have low water requirements and can adapt to the town environment.
- Install street trees in tree grates except at locations where they occur in special raised planters in the curb zone, in large planted areas that are integrated with a sidewalk area, and in locations where existing trees located in the curb zones have a root system that has pushed up above grade where the use of a grate will injure the tree.
- Maintain at least a 10 foot distance between tree trunk and building line. This refers to the distance between a tree and building, not the distance necessary to maintain an unobstructed pedestrian area between a tree, as a vertical element, and a railing that encloses a sidewalk restaurant
- Tree grates should be aligned with paving pattern score lines and be placed with careful consideration of sidewalk use, such as a sidewalk cafe or curb cuts.
- Do not locate trees that will obstruct building entrances, corner visibility, or within any sidewalk pedestrian zones that must remain unobstructed.

E. Tree and landscape maintenance

For commercially zoned properties, the maintenance of trees, tree grates, and surrounding hard and soft landscaping located in the public right-of-way should be the responsibility of the private property owner. This includes all maintenance and repair of landscaping and trees including watering, spraying, fertilizing,

replacing plant materials/tree grates.

The Town provides the following maintenance services:

Pruning and removal of street trees in the public right-of-way, and safety inspections and consultation on street trees that may impose a health or safety concern.

Section 6.8 - Select Ground Level Plants That Suit Their Location And Function

Use landscaping, shrubs and ground cover to accent areas. Below eye-level plant materials add seasonal color to the town. They can block views to unsightly areas and fill empty areas with visual interest. However, do not use such plant material in corner locations and other areas that block the visibility, or block access to storefront windows or streetscape elements such as newspaper stands, parking meters, or mail boxes. Do not use gravel or rough stone in the curb zone in place of ground cover. The following are plant materials and details:

•Flowers and natural grasses

Whenever feasible, flowers and ornamental grasses should be used in combination to accent gateway locations and special sites. Maintenance must be considered in the placement and design of these features. Plantings are preferred in natural at-grade planting beds rather than planter pots or other containers.

•Plant containers and potted plants

Although plant containers and potted plants can add color and plant variety to the streetscape, consider their use judiciously since they are fragile, difficult to maintain, and appear temporary. Planters may be located preferably adjacent to building entrances or as part of patio extensions. Typical planter materials are finished wood, precast concrete, and terra cotta. A maintenance-free finish is preferred as are stability, sturdiness, and sufficient weight to avoid tipping over. Planters must be temporary and moveable, not attached to the sidewalk.

Section 6.9 - Maintain The ‘Boulevard’ Character of Connecticut Ave — a Single Row of Street Trees on Either Side of The Street, The Building Set-back Line, And The Center Planting Strip.

Connecticut Ave is one of the town’s most prominent avenues with its center planting strip and deep building set backs. It is one of the town’s major access routes as well as a link between parts of town. The tree rows and center planting strip emphasize the park like character of a “boulevard” and create a unique sense of Kensington. Consider the following plant materials, details:

•Tree Rows

Trees along Connecticut Ave do not need to be planted with tree grates, although areas that accent building entrance ways or other features such as pedestrian sitting areas may incorporate tree grates in the overall design. In general, trees and other plant material should be arranged in an urban linear pattern that parallels the street rather than a less formal random arrangement. To create visual interest, incorporate grass areas, paved areas or ground covers within the overall design of tree rows.

•Ground cover

Use annual and perennial flower arrangements, or arrangements mixed with natural grasses, especially at street corners, for visual accent and color. Maintain view requirements to avoid blocking sight lines. The Connecticut Ave median should be planted to enhance the “boulevard” quality of the corridor. Shrubs should not exceed 24” in height to avoid creating barriers to sight lines especially at intersections.

INSERT PICTURE OF CONNECTICUT AVE BETWEEN KNOWLES AND HOWARD

Section 6.10 - Create Gateway Elements at Important Town Entrance Ways

Gateway elements can create the appearance of symbolic entrance ways. Gateway treatments are of particular importance at key entrances on Connecticut Ave and University Blvd. Such gateways may be created by a change in the scale of nearby buildings; a sense of enclosure due to building setbacks, street trees and landscaping; a monument, streetlight, or the acknowledgment of a special vista or topographic feature. In general, gateways should be visually creative and include an element of sufficient height and mass so as to be visible by motorists, lighted so as to be visible at night, and constructed of high quality materials such as brick, marble, granite, terrazzo, concrete, stainless or painted steel, copper, brass or glass. Gateways associated with a particular sub-area of Kensington should be of consistent design. For example, gateways to town may be unique to that area while gateways at Antique Row should reflect features of that area.

Section 6.11 - Establish Pedestrian Scale Street Lights Along Street Frontages When Feasible

Pedestrian street lighting should illuminate the sidewalk at a level that is consistent with pedestrian activities rather than vehicular activity. Spacing should be standard but may vary to accommodate existing vehicular street lights or street trees. For pedestrian scale lighting located in the curb zone, fixtures should be the same antique lights as those used on Howard Ave. They should be arranged in a linear pattern.

Section 6.12 - Handicapped Access Should Be Appropriately Designed, Clearly Visible From The Main Entranceway And, In General, Use The Same Access Routes As Those Used by Non-Handicapped Users Where Possible

A goal of Kensington is to make the town as accessible as possible. All sidewalks, public-use buildings, and public open spaces should be in compliance with American Disabilities Act (ADA) standards. All accessible design elements must conform to all applicable Federal, State and Local laws and codes. Ramps and related elements should be modest in their design and be visually integrated with the overall building design and site plan. They should not appear as an unintegrated add-on to a building facade. In most cases the principal public entrance to a building should also be the principal entrance for handicapped accessibility. In existing buildings, where only one route is determined to be accessible, other than the principal public entrance, a rear or side service entrance route may be considered.

Section 6.13 - Street Furnishings Create a Unified Visual Appearance

A unified streetscape image adds to the overall visual quality of the town. Traditionally, green metal and wood have been the materials used for street furnishing in the town. In general, install standard benches, trash receptacles, and bike stands will unify the visual quality of the town through the use of a common colors, materials, and patterns. However on occasion, based upon a design review by the appropriate group, street furniture might be designed to create a unique street feature, a visual statement, or even a public work of art. The following standard street elements should be considered for the town:

•Benches

The standard town bench is made of green metal with horizontal strapping. Variations may include benches with or without backs and with single or multiple seats. Varnished wood benches are characteristic Kensington features as well.

•Trash receptacles

Three standard trash receptacles are available for use in the town: a large capacity black metal slat design, a small slat design that are attached to a utility pole, and a free standing ash tray and disposal can. All receptacles are made of green finished metal. Locate receptacles at street corners in high pedestrian activity areas. One trash receptacle should be provided for each 1,000 square feet of sidewalk space with a minimum capacity of one cubic foot. High use areas such as eating spots should double the capacity. The use of a multiple receptacle system promotes recycling of glass, paper, or metal products.

•Bicycle stand

The Town's standard bike rack for low volume areas is a black metal pipe, inverted "U" design. For high volume areas the Cora, or coat-hanger design in black metal, is preferred. Bike racks should be grouped together and arranged in a regular pattern, rather than be dispersed randomly. Locate bike parking in high demand locations.

•Bollards

Simple black metal, sandstone and concrete bollards have been the standard which may be used in a variety of ways. They can separate pedestrian and vehicular traffic, define property lines, protect a work of public art, or identify different use areas. In pedestrian areas bollards should be 24-30 inches high, in vehicular areas 36 to 42 inches high. Bollards should be between 8 and 16 inches wide. When feasible, lighting can be incorporated in the bollard to highlight special features or for pedestrian safety.

•Newspaperboxes

As a general guideline, encourage the use of newspaper boxes that are metal black enamel finish with white graphics. Boxes should be grouped together in a pedestal design, stacked a maximum of two high with a maximum length of 8 feet. Locate boxes at nodes of pedestrian activity such as bus stops and street corners. Boxes should not reduce pedestrian or automobile sight lines. In general, provide 5 foot clearance to gain access to the boxes, and no less than 2 feet between the boxes and the curb.

•Banners and flags

Banners and flags should be located in a manner that enhances the visual quality of town streets. While dimensions may vary, they can be attached to existing streetscape elements such as utility poles. Pedestrian and vehicular clearance issues must be taken into consideration. Sign code issues may need to be addressed. Before constructing any banner or flag contact the Town.

•Kiosks, Information Directors, and "Way Finding" Signs.

The users of public places need appropriate, correct and timely information to help them find their way and direct them to their destinations. Locate information elements at key intersections to convey public information; it may display a variety of different types of information such as leaflets, posters, and brochures. In general, they should be designed as an integrated part of the overall streetscape but should not interfere with pedestrian traffic flow. They should be permanently fixed in place and made of sturdy materials that are resistant to vandalism and wear and tear.

Section 6.14 - Create Attractive, Safe And Comfortable Bus Stops

Street side bus stops should be designed as mini-centers that include all of the necessary furniture, amenities, and shelter to make bus use pleasant. Bus shelters may incorporate transit maps, benches, news racks, bike storage, surface paving, trees, landscaping, and other amenities. Bus shelter design should be consistent throughout the town to create a transit identity and visual unity. Bus shelters should be visible to pedestrians, incorporate clear signage, and be well lighted. They should be made of finished, durable materials with unbreakable transparent side walls.

Section 6.15 - When Feasible, Create Through-Block Pedestrian Corridors Between Buildings

Through-block connections, such as the walkway behind Antique Village to Faucet Street, should be encouraged in large projects to promote pedestrian circulation throughout the town. Design such connections to be interesting places, not merely hallways to parking lots or alley service loading areas. They should be handicap accessible, well lighted, appropriately landscaped, and paved in materials compatible with their locations and surrounding context. Opportunities for artwork or other visual innovations are encouraged.

Section 6.16 - Preserve Historic Features of The Streetscape

Whenever possible, preserve, restore, and reuse historic fixtures of the streetscape, such as a brick sidewalks, antique light fixtures, or any other existing historic feature located in the public right-of-way. Such elements offer a sense of historic continuity with Kensington's past. Repairs to these historic streetscape elements should ensure that construction materials and details are consistent with their historic character.

Section 6.17 - Upgrade Town Alleys as Pedestrian Access Routes And Efficient Commercial Service Access

Town alleys can create secondary pedestrian systems to navigate the town and may also provide an alternate means of access to shops, restaurants and other commercial uses. Care must be given to not impede the alley's primary service function. Further, any improvement using lighting should be designed to not cast glare onto adjacent residential properties, especially in the Interface Areas. In order to make alleys visually interesting, safe, and accessible to pedestrians:

- Use decorative paving to identify alleyway building entrances by creating a 1 foot wide brick edging as a decorative element to define the width of alleys and the importance of certain alley pedestrian routes, and connect alleys to sidewalks.
- Incorporate pedestrian scale street lighting and accent lighting to highlight building and alleyway entrances.
- Use covered entrance ways and decorative signs to define alley entrances.
- Incorporate bollards, planters, or similar elements to identify pedestrian areas from service or vehicle areas; consolidate service areas to hide unsightly trash and recycling bins in attractive containment designs.
- Place utilities underground.

Section 6.18 - Enrich The Town With Public Art

Public art can enrich the town experience, enhance its public image, and add beauty. But, while public art can beautify, it can also inspire intense public interest. Public art may be representational or abstract. It may be uni- or multi-dimensional, humorous or sad, understandable or pose questions. It may be actively engaging or a passive backdrop to public events. Choosing, purchasing, installing, maintaining, and removing public art when necessary, requires careful deliberation and planning. Streetscape design incorporates public art to create visually interesting and informative environments. As long as the artistic intention is understood, public art may be many things. The Arts Council, the KDAB, and the Town Council are among the groups involved in making public art decisions in the town. Decisions may address the following, among others:

- The relationship of public art to its proposed site and its visual impact.
- The ability of public art to enhance the town experience such as bringing people together, inviting public interaction, creating moments of visual or intellectual interest, and enhancing the area's beauty.
- The durability of materials, maintenance and upkeep in public settings.
- The placement of public art to terminate a vista or serve as the focal point.
- The human or monumental scale of artwork located along public streets.
- The context and character of the area surrounding the art site
- The artwork's symbolic and aesthetic qualities.
- Criteria for deaccessioning or removing artwork. Review of artwork in the Historic District, with regard to the HPC would consider the following criteria:
 - When related to a specific landmark building, the artwork should be subordinate to the overall building.
 - The artwork should not obscure building elements or details. For example, a mural should not cover windows.
 - The artwork should not physically damage the building or site, such as paint on unpainted masonry.
 - The artwork should be relevant to the location and not confuse the public with artwork that represents a false sense of history that can overshadow or detract from the period of significance of the building or district. For example, a mural of a New Orleans Street scene on a Victorian building.
 - Historic signs, such as those painted on side walls, should be preserved, not eliminated.

Appendix A: Zoning District Definitions